



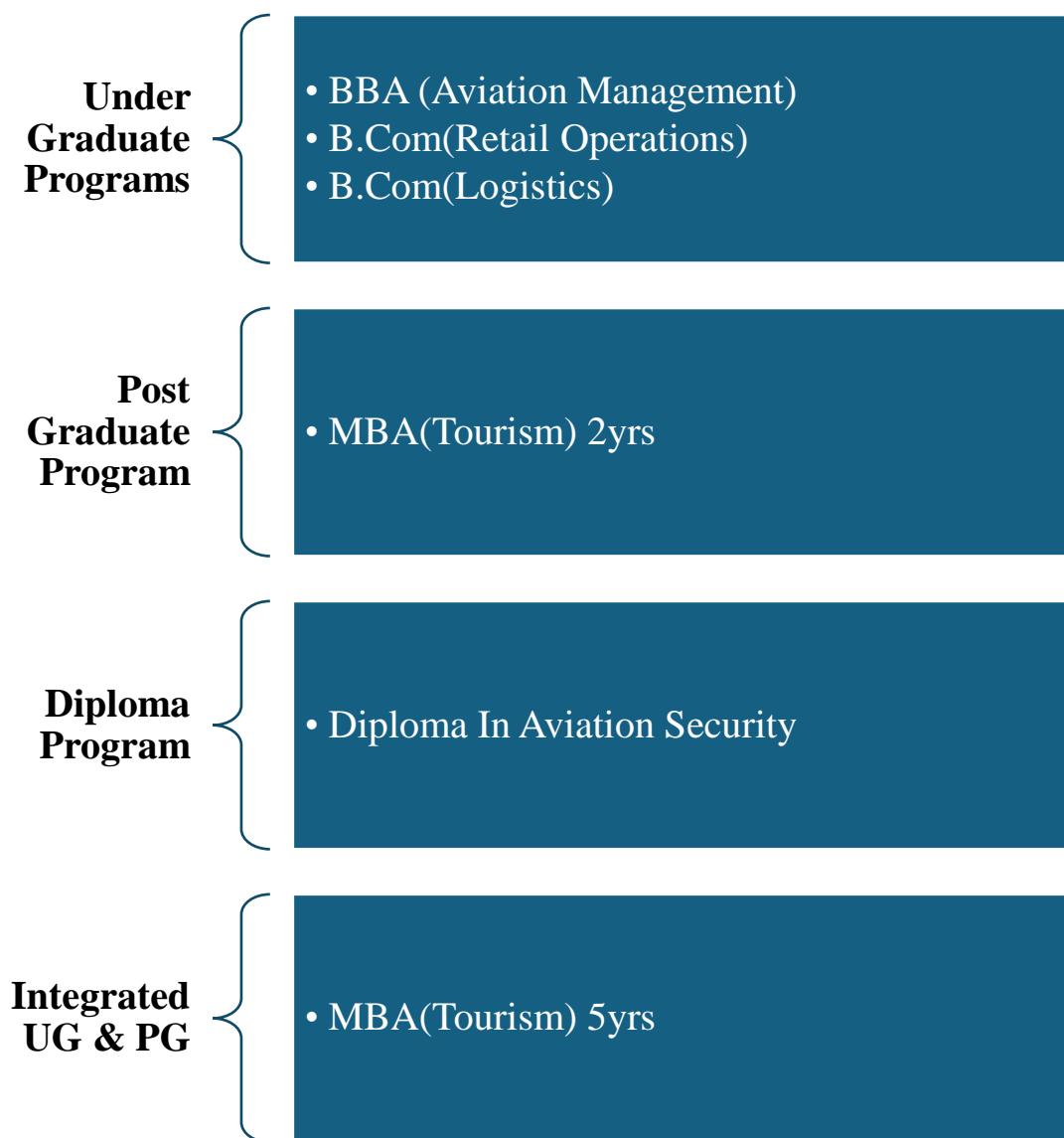
**SCHOOL OF AVIATION, TOURISM AND
HOSPITALITY MANAGEMENT**

**Detailed Project Report
Submitted for Approval
January 2025**

**SCHOOL OF AVIATION, TOURISM AND HOSPITALITY MANAGEMENT
DEVI AHILYA VISHWAVIDYALAYA, INDORE**

**Proposal for Approval of UG/PG Programs Started in Session July
2024**

**(under MoU with Department of Higher Education, M.P and other relevant
bodies)**



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1. Executive Summary

The School of Aviation, Tourism and Hospitality Management was started by the university in July 2024 with an objective to addresses key skill gaps of the sector by equipping students with customer service excellence, operational and managerial expertise, logistics and supply chain knowledge, and digital proficiency. It aims to prepare them for aviation operations, hotel management, event planning, and travel logistics while ensuring compliance with safety regulations and industry standards. Given the strong link between logistics, retail, and tourism, programs in Retail Operations and Logistics can also align well with this department, as they support the seamless movement of goods and services essential to aviation, hospitality, and travel sectors. Additionally, students gain entrepreneurial and business development skills, enabling them to launch ventures in tourism and hospitality. By integrating technology, sustainability, and global best practices, the department ensures graduates are job-ready and adaptable in this dynamic industry.

Brief Overview of the Programs –

The department is offering six programs from first year of its operations, i.e, July 2024. Three undergraduate programs in collaboration with Sector Skill Council and other industry partners, One integrated program in Tourism, One PG Program in Tourism and One Diploma Program in Aviation security.

Programs in Tourism and Aviation

- BBA (Aviation Management) – 3 Years Undergraduate Program
- Diploma in Aviation Security – 1 and half years program
- MBA(Tourism) - 5yrs UG & PG Integrated Program
- MBA (Tourism) – 2 Years PG program

Apprenticeship embedded Programs in Collaboration with Sector Skill Council & Dept of HE

- B.Com (Retail Operations) – 3 year Undergraduate Program
- B.Com (Logistics) - 3 year Undergraduate Program

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Objectives and Goals



Programs in Tourism and Aviation -

- **BBA (Aviation Management) – 3 Years Undergraduate Program**
The BBA in Aviation Management program aims to develop a strong foundation in aviation operations, airline management, and airport logistics, while equipping students with essential regulatory knowledge, safety protocols, and customer service skills critical for the aviation industry. The program also enhances business and managerial skills, preparing students for careers in airlines, airports, ground handling, and air cargo management. With a focus on leadership development, the curriculum ensures industry readiness by providing internships and practical exposure, preparing students for leadership roles within the aviation sector.
- **Diploma in Aviation Security – 1 and 1/2 years program**
The Diploma in Aviation Security program is designed to train professionals in aviation safety, security procedures, and regulatory compliance, ensuring they develop expertise in passenger screening, cargo security, risk assessment, and crisis management. The program provides hands-on experience with airport security protocols, surveillance systems, and emergency response procedures, preparing students for careers in airport security, airline safety management, and regulatory enforcement. This practical training ensures that graduates are fully equipped to manage and respond to security challenges in the aviation sector.
- **MBA(Tourism) - 5 yrs UG & PG Integrated Program**
The MBA in Tourism (5-year Integrated Program) offers a comprehensive, industry-aligned curriculum that seamlessly integrates undergraduate and postgraduate learning in tourism, providing students with a deep understanding of tourism trends, global travel markets, and hospitality operations. The program offers multi-disciplinary exposure to tourism policy, heritage management, event planning, and hospitality services, ensuring students gain a well-rounded perspective of the industry. With a focus on practical training, industry projects, and international collaboration opportunities, the program ensures seamless career progression, preparing students for leadership roles in the evolving tourism sector.



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- MBA (Tourism) – 2 Years PG program**



The MBA in Tourism program is designed to develop strategic leadership skills for managing tourism businesses, travel agencies, and hospitality ventures, while equipping students with expertise in destination management, sustainable tourism, and digital marketing for travel services. It also focuses on strengthening financial and business acumen for revenue management and fostering entrepreneurship in the tourism sector. The program encourages industry partnerships to provide practical exposure, internships, and create global career opportunities, ensuring students are prepared to lead and innovate in the dynamic tourism industry.

Programs with apprenticeship embedded in Collaboration with Sector Skill Council of India and Directorate of Higher Education, Govt of MP.

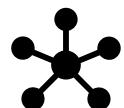
By integrating apprenticeships with academic learning, the program aims to produce graduates who are not only theoretically knowledgeable but also practically skilled to excel in the specific industry.

- B.Com (Retail Operations) – 3 year Undergraduate Program**



The Apprenticeship Embedded B.Com Retail Operations Program aims to integrate academic learning with real-world retail experience through structured apprenticeships and on-the-job training. It equips students with essential skills in retail management, including inventory, sales, customer relationship management, and supply chain logistics, while fostering knowledge in key areas like merchandising, e-commerce, and sustainable retail practices. The program focuses on enhancing employability, career readiness, and leadership skills, preparing students for diverse roles and entrepreneurial opportunities in retail. It aims to bridge the gap between theory and practice by fostering industry partnerships for internships and job placements to ensure students are well-prepared for success in the growing retail sector.

- B.Com (Logistics) - 3 year Undergraduate Program**



The Apprenticeship Embedded B.Com in Logistics program aims to blend theoretical knowledge with practical apprenticeship experience, equipping students with essential skills in supply chain management, inventory control, transportation, and warehouse management. The program focuses on enhancing employability, career readiness, and leadership potential by fostering problem-solving, communication, and teamwork skills. Students will gain deep industry knowledge in

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logistics systems, global supply chains, and digital transformation trends, preparing them for leadership roles or entrepreneurial opportunities in the logistics sector. It aims to acquire the desired skill set through industry partnerships whereby students will also benefit from internships and job placements, ensuring a smooth transition to employment

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Expected Outcomes



Programs in Tourism and Aviation -

- **BBA (Aviation Management) – 3 Years Undergraduate Program**
 - Graduates will possess an in-depth understanding of aviation operations, airline management, and airport logistics.
 - Graduates will be proficient in aviation regulations, safety protocols, and customer service practices, ensuring they can handle aviation industry requirements.
 - Graduates will have strong managerial skills applicable to various aviation sectors such as airlines, airports, ground handling, and air cargo management.
 - Graduates will be prepared for leadership roles in aviation, equipped with practical knowledge gained through internships and hands-on experience.
- **Diploma in Aviation Security – 1 and 1/2 years program**
 - Graduates will be skilled in aviation safety, security procedures, and regulatory compliance.
 - Graduates will have expertise in passenger screening, cargo security, risk assessment, and crisis management, with a focus on aviation security.
 - Graduates will be able to manage security protocols, surveillance, and emergency response in aviation environments.
 - Graduates will be well-prepared for roles in airport security, airline safety management, and regulatory enforcement.
- **MBA(Tourism) - 5yrs UG & PG Integrated Program**
 - Graduates will acquire comprehensive knowledge of tourism trends, global travel markets, and hospitality operations, blending both undergraduate and postgraduate expertise.
 - Graduates will develop a strong understanding of tourism policy, heritage management, event planning, and hospitality services.
 - Graduates will gain exposure to multi-disciplinary perspectives and hands-on experience through practical training, industry projects, and international collaborations.
 - Graduates will be prepared for seamless career progression, with the capability to take on leadership roles across various sectors in the tourism and hospitality industries.
- **MBA (Tourism) – 2 Years PG program**
 - Graduates will develop strategic leadership skills for managing and growing tourism businesses, travel agencies, and hospitality ventures.



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- Graduates will gain expertise in destination management, sustainable tourism, and digital marketing for the tourism industry.
- Graduates will strengthen their financial and business acumen, particularly in revenue management and entrepreneurship within the tourism sector.
- Graduates will benefit from industry partnerships, internships, and global career opportunities, positioning them for high-impact roles in tourism management.

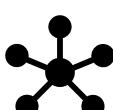


Programs with apprenticeship embedded in Collaboration with Sector Skill Council, Dept of HE-

- **B.Com (Retail Operations) – 3 year Undergraduate Program**

- Graduates will acquire both theoretical knowledge and practical skills through apprenticeships and on-the-job training, making them immediately employable in various retail roles.
- Graduates will be skilled in inventory management, sales strategies, customer relationship management, and supply chain logistics, ready to handle key operational tasks in retail.
- Graduates will gain expertise in merchandising, store operations, visual merchandising, and e-commerce, along with an understanding of sustainable retail practices and digital transformation.
- Graduates will be equipped for leadership roles and entrepreneurship in retail, with a strong grasp of strategic management, business models, and financial management.
- Graduates will have opportunities for practical exposure and career progression through industry partnerships, internships, and job placements ensuring a smooth transition from education to employment.

- **B.Com (Logistics) - 3 year Undergraduate Program**



- Graduates will graduate with a strong foundation in logistics operations, combining academic learning with hands-on experience gained through apprenticeships, making them highly employable in the logistics industry.
- Graduates will be skilled in supply chain management, inventory control, transportation, and warehouse management, prepared to take on key logistics roles in organizations.
- Graduates will have a deep understanding of logistics systems, global supply chains, warehouse management, and logistics technology, along with insights into sustainability and digital transformation in logistics.
- Graduates will possess strong problem-solving, communication, teamwork, and leadership skills, making them ready for entry-level to leadership positions in logistics organizations.
- Graduates will have ample opportunities for practical exposure through industry partnerships, internships, and job placements

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ensuring a smooth transition from education to employment in the logistics field.

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Funding Requirements



(Summary of total funding required.)

1. Introduction

Background of the Department/School/Institute/Centre

The School of Aviation, Tourism and Hospitality Management was established by Devi Ahilya University on 28th of July 2024, with a focus to offer job-oriented programs to cater to the needs of thriving service sector of the Indian economy. It was launched with a vision to offer specific skill oriented programs in partnership with specific industry to bridge the academia – industry gap for that particular industry.

In the maiden year of it's establishment, the department started offering six programs – Four in Aviation and Tourism and Two specific sector based programs which offered as apprenticeship based programs in collaboration with Department of Higher Education, Government of MP and Sector Skill Councils.

Vision and Mission

Vision - To be a premier institution empowering student with industry-aligned, skill-based education in aviation, tourism, hospitality and other aligned areas, fostering innovation, employability, and entrepreneurial excellence. We strive to bridge the gap between academia and industry, equipping graduates with practical expertise, leadership skills, and global career opportunities, shaping them into future-ready professionals who drive growth and transformation in their respective sectors.



Mission -

- To Deliver Industry-Focused Education integrating theory with practical training to enhance employability.
- To foster Hands-On Learning through industry partnerships to offer on-the-job training, apprenticeships, and internships.
- Develop Future-Ready Professionals with technical expertise, leadership skills, and a problem-solving mindset to thrive in dynamic, service-oriented industries.
- To promote Ethical and Sustainable Practices preparing responsible leaders who can adapt to evolving industry needs.
- To ensure Global Competence & Career Growth by offering exposure to international standards, industry certifications.

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Rationale for Introducing the Program

BBA (Aviation Management) & Diploma in Aviation Security - India's aviation industry is experiencing rapid growth, driven by the Government of India's UDAN (Ude Desh Ka Aam Nagrik) initiative, launched in 2016 to enhance regional air connectivity. As the aviation sector expands with new airports, increased air traffic, and enhanced infrastructure, there is a rising demand for skilled professionals to manage airport operations, ground handling, cargo logistics, customer service, and airline management.

The BBA in Aviation program is designed to equip students with industry-specific knowledge, operational expertise, and managerial skills, preparing them for roles in airlines, airports, aviation service providers, and regulatory bodies. With a practical, skill-based curriculum, internships, and industry collaborations, the program ensures graduates are job-ready and aligned with the dynamic needs of the aviation sector.

The Diploma in Aviation Security is designed to prepare students with knowledge of security procedures and regulations. Skills required for Surveillance & Screening Techniques, vigilance, crisis management and problem solving.

MBA (Tourism) and Integrated MBA(Tourism) –

Tourism is a key driver of economic growth, contributing significantly to GDP, employment, and global trade. With government initiatives like "Dekho Apna Desh" and an increasing focus on sustainable tourism, eco-tourism, and digital transformation, the industry demands skilled professionals who can manage and innovate in this dynamic sector. India's tourism sector has witnessed significant growth in recent years, contributing substantially to the nation's economy. This growth is expected to generate job not just in India but Internationally as well.

An MBA in Tourism equips students with strategic management, destination marketing, hospitality operations, and financial planning skills. The program prepares graduates for leadership roles in travel agencies, hotels, airlines, tourism boards, and event management firms. With a curriculum emphasizing entrepreneurship, technology integration, and sustainable tourism practices, this program aligns with industry needs, ensuring graduates are industry-ready and capable of driving growth and innovation in the global tourism sector.

B.Com (Retail Operations)

India's retail sector is one of the fastest-growing industries, contributing over 10% to the country's GDP and employing nearly 8% of the workforce. With the rise of organized retail, e-commerce, digital payments, and omnichannel marketing, there is a growing demand for skilled professionals in store operations, supply chain management, merchandising, and customer service. The B.Com (Retail Operations) program is designed to bridge the skill gap in the retail industry by integrating academic learning with practical exposure through apprenticeships and on-the-job



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training. The curriculum aligns with industry needs, covering modern retail management practices, consumer behavior, sales strategies, and emerging trends like sustainable retailing and digital commerce.

B.Com(Logistics) -

India's logistics and supply chain sector is a critical part of the economy, contributing significantly to the nation's growth. With initiatives like Gati Shakti, the National Logistics Policy (NLP), and Make in India, the country is investing heavily in the development of infrastructure and streamlining supply chain processes. As a result, there is an increasing demand for skilled professionals to manage logistics operations, inventory control, transportation, and warehousing.

The B.Com (Logistics) program is designed to meet the growing demand for professionals in this sector by providing a comprehensive understanding of supply chain management, logistics planning, and operational efficiency. The curriculum combines theoretical knowledge with practical exposure, focusing on key areas such as logistics management, global supply chains, and distribution networks, and preparing students to handle real-world challenges through internships and industry collaborations.

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Relevance to Regional/National Priorities

BBA (Aviation Management) – 3 Years

This program supports India's UDAN scheme, boosting regional air connectivity and requiring skilled professionals in airport operations, airline management, and air cargo logistics. With Devi Ahilya Bai Holkar Airport expanding as a regional hub, there is a growing demand for aviation professionals in airport management, logistics, and ground handling.

Diploma in Aviation Security – 1.5 Years

This program addresses India's focus on aviation safety, regulatory compliance, and airport security amid increasing air travel. It addresses the need of airport security manpower at Indore's expanding aviation infrastructure, ensuring skilled personnel for passenger screening, baggage handling, and emergency response.

MBA (Tourism) – 2 Years

MBA(Tourism) aligns with India's "Dekho Apna Desh" initiative, fostering sustainable tourism, destination management, and hospitality leadership at National as well as international level. Further, it supports the city's heritage tourism, pilgrimage tourism (Ujjain, Omkareshwar), and eco-tourism potential, creating skilled professionals to develop and promote these sectors.

MBA (Tourism) – 5 Years Integrated

This program catches the young talent and trains them as future leaders for India's booming tourism industry, driving domestic and international tourism growth. It strengthens the tourism economy of Madhya Pradesh, leveraging Indore's status as the "Cleanest City of India" and its proximity to major cultural, historical, and wildlife tourism destinations.

B.Com (Retail Operations) –

This program supports India's booming retail sector, which contributes over 10% to GDP and employs 8% of the workforce. With the rise of organized retail, e-commerce, and digital transformation, skilled professionals in store management, merchandising, and customer engagement are in high demand. Indore, as a commercial hub of Central India, hosts major shopping malls, retail chains, and wholesale markets. The program will develop a skilled workforce to support growing retail businesses, startups, and franchise operations.

B.Com(Logistics) –

B.Com(Logistics) program aligns with India's focus on supply chain efficiency and logistics infrastructure, driven by initiatives like Gati Shakti, National Logistics Policy (NLP), and Make in India. The logistics sector is expected to reach \$380 billion by 2025, requiring skilled professionals in inventory management, warehousing, and

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supply chain analytics. Further, Indore is a key logistics hub due to its strategic location, industrial corridors, and strong warehousing infrastructure. The city hosts major logistics parks, e-commerce fulfillment centers, and transport networks, making this program essential for building a local talent pool for freight, distribution, and supply chain operations.

Mapping of Programs with National Initiatives

MBA (Tourism) PG

MBA(Tourism) Integrated

- Dekho Apna Desh
- Incredible India Campaign
- National Tourism Policy
- Swadesh Darshan Scheme
- Rural Tourism
- Medical Tourism

BBA (Aviation)

Diploma in Aviation Security

- UDAN (Ude Desh Ka Aam Nagrik)
- Pravasi Kaushal Vikas Yojna (PKVY)
- Green Airports Initiative
- National Civil Aviation Policy

B.Com (Retail Operations)

- Atmanirbhar Bharat Abhiya
- Digital India & Ecommerce
- Make in India
- Retail Sector Development in SMART Cities

BCom (Logistics)

- Gati Shakti (National Master Plan for Multi Model COnnectivity
- National Logistics Policy
- Sagarmala Project
- Bharat Mala Pariyojna
- ULIP (Unified Logistics Interface Platform)

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2. Program Details

Detailed Curriculum - Scheme and Syllabus for each program is given in the Annexure

1. BBA (Aviation)

Aspect	Details
Title of the Program	BBA (Aviation)
Level of Study	Undergraduate
Duration	3 years / 4 years
Eligibility Criteria	12 th Pass in any discipline with 50% marks or above
Age limit	
Admission Procedure	CUET
Syllabus for Entrance Test	As prescribed by CUET
Seats	Seats for Indian Students: 60 (reservation as per state Govt. rules). Seats for NRI/ Foreign Students: As per Rules
Duration	6 Semesters (3 Years) / 8 Semesters (4 Years)
Linkages to Industry and Research Opportunities	The program has direct demand from aviation sector. The department has entered into MoU with MP Flying Club and Air port Authority of India for training students in specific skills. There are further plans to collaborate with Director General of Civil Aviation (DGCA) and Bureau of Civil Aviation Security (BCAS) for job oriented skill training.

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2. Diploma (Aviation Security)

Aspect	Details
Title of the Program	Diploma (Aviation Security)
Level of Study	Undergraduate
Duration	1 and ½ Years
Eligibility Criteria	12 th Pass in any discipline
Age limit	
Admission Procedure	Non CUET
Syllabus for Entrance Test	NA
Seats	Seats for Indian Students: 60 (reservation as per state Govt. rules).
Duration	3 Semesters
Linkages to Industry and Research Opportunities	The program has direct demand from aviation sector. The department has entered into MoU with MP Flying Club and Air port Authority of India for training students in specific skills. There are further plans to collaborate with Director General of Civil Aviation (DGCA) and Bureau of Civil Aviation Security (BCAS) for job oriented skill training.

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3. MBA(Tourism) PG

Aspect	Details
Title of the Program	MBA (Tourism)
Level of Study	Post Graduate
Duration	2 Years
Eligibility Criteria	Graduate in any discipline with 50% marks or above
Age limit	
Admission Procedure	CUET
Syllabus for Entrance Test	As Prescribed for CUET
Seats	Seats for Indian Students: 60 (reservation as per state Govt. rules). Seats for NRI/ Foreign Students: As per Rules
Duration	4 Semesters (2 years)
Linkages to Industry and Research Opportunities	The program has direct demand from growing tourism and allied sectors.

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4. MBA(Tourism)Integrated

Aspect	Details
Title of the Program	MBA(Tourism)Integrated
Level of Study	UG and PG Integrated
Duration	5 years Exit Options- After 3 years – BBA(Tourism) After 4 years – BBA(Tourism with Honours / Research) After 5 Years – MBA (Tourism)
Eligibility Criteria	12 th Pass in any discipline with 50% marks or above
Age limit	
Admission Procedure	CUET
Syllabus for Entrance Test	As prescribed for CUET
Seats	Seats for Indian Students: 60 (reservation as per state Govt. rules). Seats for NRI/ Foreign Students: As per Rules
Duration	10 Semesters / 5years
Linkages to Industry and Research Opportunities	The program has direct demand from growing tourism and allied sectors.

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5. B.Com (Retail Operations)

Aspect	Details
Title of the Program	B.Com (Retail Operations)
Level of Study	UG
Duration	3 Years – B.Com (Retail Operations) 4 Years – B.Com (Retail Operation with Honours / Research)
Eligibility Criteria	12 th Pass in any discipline with 50% marks or above
Age limit	
Admission Procedure	CUET
Syllabus for Entrance Test	As prescribed for CUET
Seats	Seats for Indian Students: 60 (reservation as per state Govt. rules). Seats for NRI/ Foreign Students: As per Rules
Duration	6 Semesters / 8 Semesters
Linkages to Industry and Research Opportunities	Apprenticeship based program run in collaboration with Department of Higher Education, Government of MP and Sector Skill Council of India. A tripartite MoU has been signed by Directorate of Higher Education, MP, Retailers Association Skill Council (RASCI) and DAVV to offer this program The curriculum has been recommended by RASCI. The RASCI has agreed to coordinate to offer assured paid internship to students Payment of fixed charges per student is agreed upon by the three parties..

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6. B.Com (Logistics)

Aspect	Details
Title of the Program	B.Com (Logistics)
Level of Study	UG
Duration	3 Years – B.Com (Logistics) 4 Years – B.Com (Logistics with Honours / Research)
Eligibility Criteria	12 th Pass in any discipline with 50% marks or above
Age limit	
Admission Procedure	CUET
Syllabus for Entrance Test	As prescribed for CUET
Seats	Seats for Indian Students: 60 (reservation as per state Govt. rules). Seats for NRI/ Foreign Students: As per Rules
Duration	6 Semesters / 8 Semesters
Linkages to Industry and Research Opportunities	<p>Apprenticeship based program run in collaboration with Department of Higher Education, Government of MP and Sector Skill Council of India.</p> <p>A tripartite MoU has been signed by Directorate of Higher Education, MP, Logistics Skill Council (LSC) and DAVV to offer this program</p> <p>The curriculum has been recommended by LSC.</p> <p>The LSC has agreed to coordinate to offer assured paid internship to students</p> <p>Payment of fixed charges per student is agreed upon by the three parties.</p>